

# FIND COPY THAT COULD BE SIMPLIFIED AND FIND THE EXCESS



# Writing Style Practice

Think about something you own or like that most people wouldn't. Maybe you've got a really old hoodie that you'll never get rid of. Or maybe there's a specific kind of food or drink you love that most people refuse. Why do other people find it unappealing? In a sentence or two, defend your love for this unique item by using *harsh truths* to convince someone you've just met of its value.

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Sometimes, it helps to share stories to illustrate the value or importance of something. You might have read testimonials from people about how a voice assistant app like Alexa or Siri has changed the way they shop or prepare dinner. Others might have a story about how a new platform or app improved their workouts or weight loss efforts. Do you have a story similar to these? Using 3 or 4 sentences, use *storytelling* to explain why you're a strong supporter of an app, platform, or tool that's provided you with a life-changing benefit.

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Consider this scenario: You need to write up a product description for the *spring water* your beverage company offers. Aside from the name on the bottle label, this product is virtually identical to many other drinking waters already on the market. In a sentence or two, use *imaginative* copy to generate interest in your spring water product.

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Now, instead of bottles of spring water, let's assume your product is a *solar-powered water condensation bottle*. Using solar power, the device at the top of the bottle collects condensation and water particles and produces drinkable water. It can generate 1 pint of water in roughly 6 hours. In a sentence or two, use *conversational* copy instead to explain the purpose and value behind this product, and generate interest for the right audience.

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# Notes

## **Factual**

Clearly describe and convey information using facts and a straightforward tone

Why? To provide critical details customers need to make choices, like sizes, specifications, etc.

## **Conversational**

Write like you talk - make your copy more casual

Why? It feels more personable and can be easier for readers to identify with

## **Storytelling**

Use a story - real or fictional - to illustrate the value or possibilities behind your subject

Why? Readers may better identify with a product or problem by picturing it in their mind

## **Harsh Truths**

Use frank, direct language to admit obvious challenges or negatives with a product or situation

Why? By addressing shortcomings, you show honesty and can turn it around to emphasize positives

## **Imaginative**

Appeal to the reader's imagination by offering thought-provoking ideas or scenarios

Why? Help the reader consider their own personal possibilities by using their imagination